



DOCKET FILE COPY ORIGINAL

June 23, 1995

Secretary, FCC  
1919 M Street - NW  
Washington, DC 20554

RECEIVED  
JUN 30 1995  
FCC MAIL ROOM

Re: MM Docket No. 93-48

Dear Ladies and Gentlemen:

We feel that we have done more than is necessary to help inform and educate the children of the Dayton area. The attached data comes directly from our quarterly report with respect to our public service responsibility; it is a typical report and was not produced especially for this letter. We are obviously spending a lot of time thinking about our service to non-adults, and then doing something about it. If you apply more restrictive rules, it could lessen our ability to continue with programs that we believe work well in Dayton. We do not have unlimited resources and complying with your rules could interfere with our current efforts.

Finally, we do not believe that most children will watch a program unless it is skillfully camouflaged with entertainment. (This is why we have cherry-flavored cough medicine.) Some may claim that we are not perfect in our attempt to balance education with entertainment within a single show, but we are certainly better at it than a Federal Government would be. We do not believe that an appreciable number of Daytonians, certainly not a majority, want someone in Washington telling them what their children should be watching.

Thanks for your consideration.

Sincerely,

  
Morrie P. Beitch  
Vice President/General Manager

MPB:enclosures

No. of Copies rec'd   
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WKEF is in compliance with the following:

#### CHILDREN'S TELEVISION RULES COMPLIANCE

**COMMERCIALS LIMITS:** Commercial matter in children's programs may not exceed 10.5 minutes per hour on weekends, and 12 minutes per hour on weekdays. For purposes of these limits, children's programs are programs originally produced and broadcast primarily for an audience of children 12 years old and under. Commercial matter is air time sold for purposes of selling a product or service. Television stations are to certify compliance with these limits in their license renewal applications and maintain records which demonstrate compliance.

**COMPLIANCE:** During children's program negotiations, WKEF's General Manager receives assurance from the syndicator that the program of five minutes or longer meets all standards as outlined in the Children's Television Act of 1990. WKEF's Traffic Manager was notified on January 3, 1992, of the commercial limitation rules. She is responsible for the logging of all programs and commercial matters, and is therefore the watchdog of this section of the Act. Section 9(b) of the renewal application certifies our compliance with these rules. A copy of that certification and a copy of the Traffic notification have been placed in the station Public Inspection File. Any future written material relative to the Act will be placed in the Public Inspection File immediately. To date, we are in compliance with this section of the Act, and have no overcommercialization occurrences. Log editing on a daily basis provides a further check on our children's commercial inventory. Compliance certification is placed in the Public Inspection File by the 10th of the month following the end of each quarter. The programming assistant is the person responsible for this area of the certification process. The assistant has been given a complete copy of the commercial matter regulations to assure her complete understanding of the process. The assistant also places a list of the specific programs she monitors into the Public Inspection File.

**PROGRAMMING:** The Act requires commercial licensees to air some educational and informational programming for children. For these purposes, children's programs are programs originally produced and broadcast primarily for an audience of children sixteen years of age and under. There is no minimum amount of children's programming which is required. Short segments of programs, including vignettes and PSA's may be aired to satisfy stations' children's programming obligation, although it may not be permissible to rely entirely on short-segment programming to satisfy licensees' statutory obligations.

#### COMPLIANCE:

Name Your Adventure - NBC

Saved by the Bell - NBC

Saved by the Bell - Local, in syndication with Rysher Entertainment

The More You Know - NBC and local segments

Media Partnership for a Drug-free America - NBC

Family Works - News 22, WKEF

One to Grow On - NBC

Children's Corner -local

In addition, quarterly lists are received from NBC. These are placed in the Public Inspection File. This list includes all network efforts in this area. - See NBC's latest packet, a copy of which is attached. A new packet will be mailed to our station on June 30, 1995.

As of June, 1995, WKEF-TV, Dayton, Ohio verifies:

A daily review of the station's program logs indicate there were no instances of over-commercialization during the preceding quarter, within the children's programming hours.

**QUARTERLY CHILDREN'S TELEVISION  
PROGRAM REPORT**

**QUARTER BEGINNING:** April 1, 1995

**PERIOD ENDING:** June 30, 1995

**I. Educational and Information Programming Specifically Designed for Children Age 16 and Under  
(includes Programs, Vignettes and PSA's)**

<u>Day</u>	<u>Broadcast Time</u>	<u>Duration</u>	<u>Brief Description</u>
Sat.	10-10:30 a.m.	Weekly	NBC-educational
Name Your Adventure			
Sat.	10:30-11 a.m.	Weekly	NBC- promotes values
Saved by the Bell I			
Sat.	11-11:30 a.m.	Weekly	NBC-promotes values
Saved by the Bell II			
M-F	3-3:30 p.m.	5 afternoons	Syndicated-promotes values
Saved by the Bell			
Monday-Sunday		Various times	NBC & locally produced informational segments promoting education
The More You Know			
Early News, 6-6:30 p.m.		Once a week	Promoting family values
Family works			
Saturday mornings		Various times	Instructional messages
"One to Grow On"			
Saturday/Sunday mornings		Within NBC	News and information important to kids.
"Kids Watch"			
		"Weekend Today"	
		Shows	
As time permits		Throughout	90 seconds in length,
"Children's Corner"		the day for two weeks at a time	highlighting children available for adoption

**II. General Audience Programming Which Contributes to Satisfying Children's Educational and Information  
Needs (Includes Programs, Vignettes and PSA's). As mentioned previously, see the attached from NBC.**

## Local Programming

Within our local newscast, News 22, which airs Monday through Sunday, 6:00 p.m. and 11:00 p.m., we have health segments, school-related segments, as well as economy-related news. A segment entitled "Family Matters", and segments that air outside of the news entitled "A Children's Corner" and "The More You Know", 60-90 seconds in length.

See the report on children/young people's programming for both local and network programming directed specifically to younger viewers.

## SPECIAL PROGRAMMING WHICH RESPONDED TO LISTED ISSUES LOCAL AND NETWORK

Billy Graham Crusade - hour-long specials - June 5 and June 7, 8-9:00 p.m.

Although these specials are religious based, children, teen, and family issues are often addressed.

National Geographic: On Assignment - April

Aired Saturday, April 8, 1-2 p.m. Although entertaining, these specials qualify as educational in nature. April's episode titles were "Tiger Crisis", "Circus of Dreams", and an American Journal segment entitled "Ice Man".

National Geographic: On Assignment - May

Aired Saturday, May 27, 2-3 p.m. May's episode titles were "Bite of the Black Widow", "Behind the Bite", and an American Journal segment entitled "Saving Inky".

National Geographic: On Assignment - June

Aired Saturday, June 24, 1-2:00 p.m. June's episode titles were "Water Blasters", "Alligator Holes", and

On June 25, NBC began a weekly summer series entitled "Time-Life's Lost Civilizations", and educational hour looking at lost civilizations using end graphics, scholarly research, and recent archaeological findings.

## Public Service Department

WKEF-TV carried all of the NBC network's public service announcements that deal with various topics - drug awareness, alcohol abuse, health issues, children/adolescent problems, plus "The More You Know", an ongoing viewer awareness campaign directed to the younger viewers, emphasizing the importance of education. "One to Grow On" is another segment that aired during the Saturday morning youth programs, emphasizing values in our day-to-day life.

"Kids Watch", three minute news reports and information important to children, and also highlighting educational events in their schools or community. These reports aired during the network's Saturday Today and Sunday Today programs.

WKEF airs many public service announcement tapes, throughout the day, as time permits. Some examples of what we aired during this quarter are:

- :90 - Save the Children
- :60 - Ohio Education
- :60 - Junior Achievement
- :30 - Ohio Student Aid
- :30 - Help me Grow
- :30 - MADD
- :30 - Abstinence Promotion



March 31, 1995

Dear Affiliate Partner:

Attached is the latest Community Relations Quarterly Report to help you with your record-keeping and reporting requirements regarding the Children's TV Act of 1990. This report reflects the first quarter of 1995 and contains the following information:

1. Programming furnished by the NBC Network that is specifically designed to serve the educational and informational needs of children 16 and under.
2. Programming furnished by the NBC Network that contributes, as part of NBC's overall programming, to serve the educational and informational needs of children 16 and under.
3. Public service announcements targeted to children 16 and under.
4. Non-broadcast efforts.

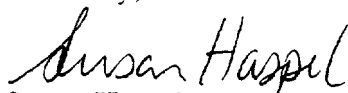
As you know, beginning September 10, 1994, NBC's two-hour teen block has consisted of "educational and informational" programming. The producers continue to work closely with expert educational consultants to ensure that each episode of each teen block program has an educational theme or objective, that the theme or objective is an integral part of the plot and character development of the program, and that the objective is fulfilled in ways appropriate to the teen audience. The educational theme of each episode, as articulated by the educational consultant for those programs, is indicated in this report.

Please be advised that beginning the first quarter of 1995, the entire "NBA Inside Stuff" program also qualifies as "educational and informational" programming for teens. The educational material contained in each episode, as described by the NBA's educational consultant, is included in Part 1 of this report.

In response to several inquiries from stations, please be assured that NBC Network programs designed for children 12 and under, when broadcast in the form and in the sequence distributed by NBC, contain no more than the maximum amount of commercial time permitted by law. You will be notified of any inadvertent overages by the NBC Network.

If you have any questions about these reporting requirements, please feel free to call my office.

Cordially,

  
Susan Haspel

Susan Haspel  
FCC MAIL ROOM  
JUN 30 1995  
RECEIVED

**PROGRAMMING FURNISHED BY THE NBC NETWORK THAT IS SPECIFICALLY  
DESIGNED TO SERVE THE EDUCATIONAL AND INFORMATIONAL NEEDS OF  
CHILDREN 16 AND UNDER**

**JANUARY - MARCH 1995**

Airdate: 1/7/95

Time: 10:00 - 10:30AM

Duration: 30:00

**PREEMPTED ON BOTH COASTS  
PRE-NEEDS PROVIDED**

**NAME YOUR ADVENTURE**

**BEN & JERRY - RUNNING A COMPANY**

Jordan and an adventurer go to Ben and Jerry's ice cream company and learn how social consciousness and economic success can function together in a business. They learn about materials, ingredients and scientific processes through the creation of their own ice cream flavor.

**DOCTOR**

Mario and an adventurer go to the University of Colorado Health Sciences Center where they learn about the latest advancements in the field of medicine through demonstrations of the new technology and cutting edge scientific studies and investigations. They will participate in a surgery at the hospital utilizing the latest technologies. They then proceed to a pediatric clinic where they will work one on one with both patients and doctors.

Airdate: 1/7/95

Time: 10:30 - 11:00AM

Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 1**

**THE RETURN OF THE SCREECH**

Rachel "borrows" her mother's jacket and ruins it. The group tries to cover up her deceit by attempting to raise the money to purchase a replacement. The plan not only fails, but implicates Screech in a scheme to use the high school gym without authorization, which threatens his new job as the principal's Administrative Assistant. Even though they all face repercussions, Rachel tells her mother the truth about her jacket and the gang tells the principal the truth about their use of the gym to save Screech's job. They determine it is better to end the web of deceptions and face the consequences for their actions. [Message: Deceits multiply upon themselves, creating complex problems that could hurt others. Telling the truth and bearing the consequences is the better path to take.]

Airdate: 1/7/95

Time: 11:00 - 11:30AM

Duration: 30:00

PREEMPTED ON WEST COAST

## **SAVED BY THE BELL: THE NEW CLASS - PART 2**

### **ALL PLAY AND NO WORK**

When Mr. Belding assumes the job of manager at the Palisade Hills Country Club, Screech hires the kids to work in several different areas. None of the kids really expected to work very hard, and all of them, except Megan, slough off their duties. Needless to say, they create much bigger problems for themselves and Mr. Belding when work is not performed adequately. Moreover, their inattention has caused large monetary losses for the club, for food which was purchased for a big barbecue the next day. This final catastrophic jeopardizes Mr. Belding's job. Although they are terminated, the kids are so remorseful for the problems they created, they come back the next day and work with Screech to undo their mess by implementing a substitute event, an inventive and impressive Hawaiian luau. Mr. Belding is spared a major embarrassment and the kids are permitted to return to their jobs. [Message: When you have a job, your first responsibility is to do your work. When you don't perform, you not only compromise your chances for employment, you negatively effect the work performance of others who work with you or who supervise you.]

Airdate: 1/7/95

Time: 11:30AM - 12:00 NOON

Duration: 30:00

PREEMPTED ON WEST COAST

## **CALIFORNIA DREAMS**

### **TIFFANI'S GOLD**

The pending volleyball tryouts have Tiffani so anxious she is willing to try a little "booster" drug to build up her strength so she can make the team. She enlists Sly to make a connection for anabolic steroids, which she assures him are needed only for a short-term assist. Of course, the drug has side effects which Tiffani doesn't or isn't willing to recognize, but her friends persist in finding out the underlying source of her changed behavior. The Dreams confront Sly for providing Tiffani with a source but when they confront Tiffani she goes into a rage of denial. Her own loss of self-control serves as the turning point to withdraw from the team and seek counseling with her father's support. [Message: Illicit drug use can easily escalate into chronic dependence which has many damaging side effects. It is important to pay attention to changes in your friends' behavior and see to it that they find help and support for discontinuing drug usage if that is the underlying source of their problems.]



Airdate: 1/7/95  
Time: 12:00 - 12:30PM  
Duration: 30:00

## **NBA INSIDE STUFF**

### **GUANTANAMO BAY**

Players distribute holiday gifts to Cuban and Haitian refugee children, visit American troops and gain a new perspective on some of the difficulties of life, as they bring hope to those they meet.

### **PREPARING FOR A ROLE**

By carefully observing referees at work, actor Billy Crystal is able to capture a sense of authenticity in playing a basketball referee in an upcoming film.

### **A ROUTE TO SUCCESS**

Player Dan Majerle attributes some of his success to staying flexible -- both physically and in his willingness to play whatever role is necessary on the court.

### **OVERCOMING BARRIERS**

Coach Lenny Wilkins had to overcome racial barriers to become the first African-American basketball coach in the NBA. About to break a record for coaching victories, he stresses the importance of judging a person by the content of his character.

### **MOSCOW CIRCUS**

Players Grant Hill and Oliver Miller discover what occurs backstage as the Moscow Circus prepares for a performance.

### **ENCYCLOPEDIA**

A reference guide which provides an historical perspective, as well as facts and figures about the game, the *Official NBA Basketball Encyclopedia* is examined and described by the legendary Julius Erving.

Airdate: 1/14/95  
Time: 10:00 - 10:30AM  
Duration: 30:00

## **NAME YOUR ADVENTURE**

### **SET DESIGNER W/SEAQUEST**

Jonathan Brandis and an adventurer learn the skills needed to be a set designer. They get hands on experience as they help design an actual set piece for a television series.

### **COMIC BOOK CREATOR**

Mario and an adventurer go to Image Comics and learn the artistic and technical processes involved in the production of a comic book. They learn how a comic book character is created from start to finish through the creation of their own original character.

Airdate: 1/14/95  
Time: 10:30 - 11:00AM  
Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 1**  
**BLOOD MONEY**

Most of the kids are reluctant to participate in a school blood drive, even with the information that their donation could help save lives. With cajoling and various forms of social pressure, several students do donate blood. However, Screech, who has the rare O-negative blood type is afraid to donate and withholds his participation. A crisis occurs which demonstrates the importance of having a blood supply available and Screech ultimately gives blood for a student in the school. [Message: Giving blood is an important service to humanity which requires very little time, effort or sacrifice on the part of the donor, yet could save the life of someone with a critical illness or need.]

Airdate: 1/14/95  
Time: 11:00 - 11:30AM  
Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 2**  
**LET THE GAMES BEGIN**

Belding announces the annual employees versus club members athletic event. The kids sign up for different events and prepare for the competition. Screech turns out to be such a proficient golfer. that Mr. Harrington, a club big shot, asks him to throw the final strokes. Tommy, who can't swim must admit he doesn't know how, and also learn quickly so his team won't be eliminated from the competition. Even though he cannot win his leg of the race, Tommy does an admirable job in the pool. Despite Mr. Harrington's threats, Screech doesn't throw the match, which decides the victory for the employees. [Message: Don't compromise yourself and your high standards in order to achieve a short term gain. Always do what is ethical and correct.]

Airdate: 1/14/95  
Time: 11:30AM - 12:00 NOON  
Duration: 30:00

**CALIFORNIA DREAMS**  
**THE UNFORGIVEN**

The band needs a new lead singer, and finds that their manager's cousin, Mark Winkle, would be perfect except for two problems. He has stage fright and the fright was triggered by the insensitive, boorish behavior of their manager, Sly Winkle. The band tries to undo the stage fright, encourage the development of a moral conscience in their manager, Sly, and convince Mark to give Sly one last chance through the generosity of forgiveness. It takes a lot of doing, but things do come together in time for the band to fulfill their first paying gig of the school year. [Message: You should never let someone else's negative behavior limit your own development and growth. You must move forward to fulfill your potential and not dwell on the past which holds you back.]

Airdate: 1/14/95  
Time: 12:00 - 12:30PM  
Duration: 30:00

### **NBA INSIDE STUFF**

#### **HONORING MARTIN LUTHER KING**

Several NBA players examine how Martin Luther King influenced their lives. They speak of being inspired by his courage to speak out and his messages of racial equality and tolerance.

#### **STAY IN SCHOOL**

Students with excellent attendance records are celebrated through the NBA's Stay in School campaign. NBA players discuss the value and endurance of an education.

#### **COLLEGE FRESHMAN**

College freshman Felipe Lopez, who excels in both athletics and academics, explains how he strives to be a positive example for his fellow Dominicans and also improve his already superb academic performance.

#### **HONORED ALUMNI**

A high school honors their distinguished alumnus, NBA Inside Stuff host Ahmad Rashad.

#### **MAKING A WALL MURAL**

Artist Gary Miller describes his procedure for designing and executing a 21,000 square foot outdoor mural that depicts three Charlotte basketball players.

Airdate: 1/21/95  
Time: 10:00 - 10:30AM  
Duration: 30:00

### **NAME YOUR ADVENTURE**

#### **SINGING WITH TORI AMOS**

Mario and an adventurer spend a day with singer, Tori Amos, and learn what it takes to make it in the field of music. They learn vocal techniques and get to talk with Tori about her commitment to social issues.

#### **ROLLER COASTER DESIGNER**

Tatyana and our adventurer will design their own roller coaster. They will conceptualize a design, meet with engineers, and build a model. They will also visit a fabrication shop to see how the structures are made. They will participate in the testing of a roller coaster.

Airdate: 1/21/95  
Time: 10:30 - 11:00AM  
Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 1**  
**SQUASH IT**

Bobby is intimidated by Kirk, another guy at school who likes Megan. After repeated public embarrassments, Bobby enlists the help of Screech who teaches Bobby some of the basics of karate and self-defense. Much of this "instruction" involves learning the frustrating art of patience, which Bobby would rather defer to learn kicks and punches. However, when he has the big confrontation with Kirk, the defensive moves which avoid physical violence are more important than the hits. When he does have the opportunity to hit Kirk, he refuses to engage in physical violence to prove he can handle conflict. [Message: Violence is not a solution to bullying or intimidation. One way of countering a bully is to demonstrate you are unafraid, but choose not to be violent as a means of keeping the peace.]

Airdate: 1/21/95  
Time: 11:00 - 11:30AM  
Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 2**  
**BRIAN'S GIRLFRIEND**

Brian starts spending time with Karen, the club's tennis instructor, in order to make Rachel jealous. Rachel, who has never liked Brian as anything more than a friend, starts to miss his constant attention and friendship. Rachel decides to ask Brian to the club's Fourth of July dance but finds out he is already going with Karen. At the dance, Rachel is upset and Brian realizes he must tell Karen the truth that he was dating her to make Rachel jealous. Brian realizes he has hurt two people with his actions and must apologize to both. [Message: It is unfair and hurtful to manipulate other people in order to bring attention to yourself. Concentrate on developing your own assets and projecting them effectively.]

Airdate: 1/21/95  
Time: 11:30AM - 12:00 NOON  
Duration: 30:00

**CALIFORNIA DREAMS**  
**FOLLOW YOUR DREAMS**

An aptitude test is given to the students and the scores are used by the guidance counselor to direct them into specific career paths, whether or not the students had expressed interest in that subject. As an assignment, each student is asked to intern in that occupation and "discover" their suitability for the work. Jake, who aspires to be a song writer despite a transient writer's block, is directed to become a florist. All the kids try the different occupations, but in the end, Jake decides to follow his dreams and write music lyrics. [Message: Aptitude tests should not dictate your future but serve as a guide for you to explore opportunities. If you have a strong interest in something that provides success, experiences and reinforcement, you should pursue and develop that interest.]

Airdate: 1/21/95  
Time: 12:00 - 12:30PM  
Duration: 30:00

## **NBA INSIDE STUFF**

### **HI-TECH GAME**

Viewers see how state-of-the-art technology is used to create unusual video effects. It appears that Shaquille O'Neal is playing basketball against himself.

### **TEAM LEADERSHIP**

By setting a good example for teammates and taking on new responsibilities, player Gary Payton has established himself as a leader.

### **LEARNING A NEW ROLE**

In learning a new position on his team, player Dana Barros describes how he has had to be flexible.

### **FAMILY ROLE MODELS**

As a way of providing a positive model for young people, player and ordained minister Terry Cummings has created a music video which presents a stable family over many years.

### **LEARNING FROM ADVERSITY**

Inspired by his mother and a sense of inner strength, player John Starks describes his difficult journey from a minimum wage job to becoming an NBA All-Star.

### **EXPLORING COMPUTER GRAPHICS**

Using computer graphics to experiment with alternative designs, players Malik Seely and Terry Dehere make creative decisions in developing hats for their team.

Airdate: 1/28/95  
Time: 10:00 - 10:30AM  
Duration: 30:00

## **NAME YOUR ADVENTURE**

### **POLICE OFFICER**

Jordan and an adventurer attend the Long Beach Police Academy and learn the educational, physical, social and emotional programs that police officers experience as part of their training. They also go to the Hawthorne Police Department where they learn the many rights, duties and responsibilities of police officers through an actual ride-along in a patrol car during a routine work day.

### **GYMNASTICS WITH SHANNON MILLER**

Mario and an adventurer spend a day training with Shannon Miller, the seventeen year old winner of five Olympic gold medals. The adventurer learns some of the technical aspects associated with being a gymnast and the dedication and practice it takes to become a world class gymnast.

Airdate: 1/28/95  
Time: 10:30 - 11:00AM  
Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 1**  
**THE PEOPLE'S CHOICE**

Belding gives Screech the assignment of school newspaper advisor. In an effort to ingratiate himself to the kids, he grants them all sorts of privileges to research an important story on sports discrimination for the paper. The problem with this action is that the kids have to prepare for their college entrance exams and are getting further behind on their studies with each issue of the paper. The conflict between priorities reaches a head when Belding misses the kids at his study sessions. He forces Screech to hold the presses until the kids finish studying and in the meantime follows up on the investigation of the scoop story. The kids really have to cram and Screech has to be the enforcer, exactly the responsibility he was always supposed to take but avoided when he took on the newspaper. The coach is exposed for his extravagances for the football team, and the kids get enough studying completed to take college exams. [Message: If you have a job to do, don't do favors and cater to others in order to get their friendship. It is far better to take on your responsibilities, manage your priorities, and be yourself so that people will both like you and respect your role as the person in charge.]

Airdate: 1/28/95  
Time: 11:00 - 11:30AM  
Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 2**  
**RACHEL'S CHOICE**

When David, Rachel's boyfriend returns to California from a trip in Europe, she is put to the test of choosing between continuing a relationship with David or pursuing her new relationship with Brian. David is handsome, popular, a club member with a fancy car and money to boot. However, he really treats Rachel as an accessory to his image, where as Brian is truly her friend. Brian feels diminished in comparison to David and enlists Screech's help to keep David out of the way. However, David gains the upper hand by misleading Rachel with a lie about Brian. When Rachel puts it all together, she recognizes that David isn't the person for her. [Message: Relationships have to be built on shared interests and honesty between the partners. When one partner is more interested in the superficial aspects of a person than the inner self, the relationship is not likely to last.]

Air Date: 1/28/95  
Time: 11:30AM - 12:00 NOON  
Duration: 30:00

## **CALIFORNIA DREAMS**

### **BUDGET CUTS**

Sly manages to become director of the school radio station and Jake, Lorena, Mark and Sly each have their own shows. While Mark and Lorena offer lighthearted news and fashion shows, Jake does a show where he vents about how he has the right answer and right approach to everything. Although Sly's public opinion poll reveals Jake should change his format, Jake is arrogantly convinced he knows the right way to reach people. However, after the radio station is threatened with closure from school budget cuts, Jake recognizes that while his suggested takeover got attention, a different approach was needed to actually bring about a change. He gives up his rebel posture, and makes a formal presentation to the school board, who ratify his proposal and keep the radio station open. [Message: Sometimes you have to admit that your way isn't always the best way to do things. If you want people to listen to you, it's best to analyze what approach will be most effective in reaching your audience, rather than forcing your ideas upon others.]

Airdate: 1/28/95  
Time: 12:00 - 12:30PM  
Duration: 30:00

## **NBA INSIDE STUFF**

### **VOTING SURPRISES**

Indicating that outcomes are not always predictable, rookie player Grant Hill leads the fans' selection for the All-Star game.

### **ADJUSTING TO CHANGE**

Coming from Croatia to Chicago, player Tony Kukoc has had to adjust to the many differences between cultures.

### **SHARING KNOWLEDGE**

Coach Wes Unseld shares his knowledge with kids at the NBA Jam Session in Baltimore.

### **MUSIC MAN**

Ray Castoldi, the Knicks music director, demonstrates the planning and organization required to provide just the right sound for each play at Madison Square Garden.

Airdate: 2/4/95  
Time: 10:00 - 10:30AM  
Duration: 30:00

**NAME YOUR ADVENTURE**  
**BOXING WITH OSCAR DE LA HOYA**

Mario and an adventurer spend a day with Oscar De La Hoya and train with him. Also, they get to talk to him about his achievements and how he managed to strive beyond his circumstances with the help of his family.

**ENDANGERED ANIMALS**

Tatyana and an adventurer go the Smithsonian Conservation and Research Center where they assist scientists in their quest to help save and breed rare and endangered animal species.

Airdate: 2/4/95  
Time: 10:30 - 11:00AM  
Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 1**  
**BELDING'S PRANK**

The school board is coming to Bayside for their yearly evaluation. This is also the school's "unofficial" prank week. A mix-up occurs when the kids, Mr. Belding, and Screech all think the school board inspector is the plumber and vice versa. Everyone is playing jokes on each other and they are all backfiring on the school board inspector. It looks as if Mr. Belding is going to lose his job until the kids come forward on his behalf and explain what they have been doing. They learn that Mr. Belding and the inspector were playing their own little prank on the kids to show them what could happen when you disrespect authority. [Message: Pay attention and respond to adult authority with respect and thoughtfulness. Don't let your need to do your own thing lead you to behave in a way that would negatively impact others who help and support you.]

Airdate: 2/4/95  
Time: 11:00 - 11:30AM  
Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 2**  
**A MATTER OF TRUST**

Allison and Screech have developed a very strong relationship during his summer employment at the club. Now, for a club fundraiser auction, Screech has been asked to be the barker. He takes to the task, assuming Allison would never bid on anyone to be her partner for the ensuing games. But she bids on Brian and wins him. During the ensuing practices, Screech repeatedly attempts to sabotage Brian and Allison's efforts at preparation by giving Brian so many work assignments that Belding has to let Screech take Brian's place in the games. Ultimately, Screech's conscience bothers him and he confesses to Allison. [Message: Relationships cannot survive or flourish without trust. Feelings of jealousy are largely an impediment to establishing trust, as is the actual presence of another person who might interfere with the relationship.]



Air Date: 2/4/95  
Time: 11:30AM - 12:00 NOON  
Duration: 30:00

## **CALIFORNIA DREAMS**

### **BLIND DATES**

Mark has a computer and the guys go to his place to log on and meet new people. Sly meets the perfect girl and begins a torrid correspondence which is heightened once he has seen her picture. He arranges a date with her, but when he has that in-person encounter, he finds that Allison is blind. At first, he is taken aback, and even after a pleasant evening out, decides he can't be seen dating a blind person. He plans to withdraw his proposed date with her for the school dance. The gang, who have also been exploring computer matchmaking, gives him a hard time for being insensitive and for not taking into account what attracted them to each other in the first place. After some "soul searching", and a confrontation with Allison, Sly changes his mind and commits to having a relationship with Allison. [Message: It is unreasonable and unfair to show prejudice toward a person with a disability and not permit a friendship or relationship to develop because of these prejudices.]

Airdate: 2/4/95  
Time: 12:00 - 12:30PM  
Duration: 30:00

## **NBA INSIDE STUFF**

### **SPECIAL OLYMPICS**

Viewers learn that thousands of mentally retarded children and adults compete in sports year round. Player Muggsy Bogues is shown as an enthusiastic coach and supporter of a group of special athletes.

### **RUNNING A BUSINESS**

Player Manute Bol explains how, after careful consideration, he started a Washington, D.C. restaurant which he hopes to develop into a national chain.

### **ASSIST CHAMPION**

Holding the record for assists, John Stockton is described as a player who always thinks about his teammates and uses his imagination in his work.

### **THE IMPORTANCE OF HOPE**

Hope is one of the main ingredients for success according to player Elliot Perry, who discusses how perseverance and hard work are also critical factors.

### **STRENGTHS VARY**

It becomes apparent that everyone has different strengths when a 16-year-old trounces player Hakeem Olajuwon in a basketball video game.

Airdate: 2/11/95

Time: 10:00 - 10:30AM

Duration: 30:00

PREEMPTED ON WEST COAST  
PRE-FEED PROVIDED

### **NAME YOUR ADVENTURE**

#### **BEN & JERRY - RUNNING A COMPANY**

Jordan and an adventurer go to Ben and Jerry's ice cream company and learn how social consciousness and economic success can function together in a business. They learn about materials, ingredients and scientific processes through the creation of their own ice cream flavor.

### **DOCTOR**

Mario and an adventurer go to the University of Colorado Health Sciences Center where they learn about the latest advancements in the field of medicine through demonstrations of the new technology and cutting edge scientific studies and investigations. They will participate in a surgery at the hospital utilizing the latest technologies. They then proceed to a pediatric clinic where they will work one on one with both patients and doctors.

Airdate: 2/11/95

Time: 10:30 - 11:00AM

Duration: 30:00

### **SAVED BY THE BELL: THE NEW CLASS - PART 1**

#### **TOMMY THE TENOR**

A new and handsome teacher is put in charge of Bayside's Glee Club and all the girls decide to join. Brian, in order to spend more time with Rachel, wants to join the Glee Club but he has one problem - he can't sing. Brian and Bobby discover that Tommy D. has an incredible voice but thinks the Glee Club is for losers. Brian convinces Tommy D. to let him lip sync to his voice. Eventually, Tommy D. is not able to front for Brian anymore, and Belding and the new teacher discover Brian has a horrible voice. A soloist is still needed for the Glee Club's performance. The boys try to get Tommy D. to perform but he thinks he'll be humiliated in front of everyone. He comes to realize that he has a talent that he shouldn't be embarrassed of and performs the solo. [Message: Don't ever hide or suppress a special talent because you're afraid of what other people will say about you. Talents are gifts meant to be shared.]

Airdate: 2/11/95  
Time: 11:00 - 11:30AM  
Duration: 30:00

## **SAVED BY THE BELL: THE NEW CLASS - PART 2** **CHRISTMAS IN JULY**

The club is having an annual Christmas in July celebration which includes a secret Santa gift exchange and a Snow Queen Pageant with a \$1000 college scholarship. Mr. Harrington, the club president, has informed everyone that the monetary value of the gift is more important than the thought and Screech puts pressure on himself to compete with Mr. Harrington's lavish gifts to his daughter Allison. In the meantime, Megan begins a protest of what she perceives is an irrelevant bathing suit competition in the Snow Queen Pageant. Although Mr. Harrington is dismissive, Megan shows up at the pageant in a business suit and explains her position to the audience. She wins unanimously. Screech, who has sold his motor scooter to purchase an expensive watch for Allison, finds out she would have been much happier with a gift that reflected his feelings and tells him to return the watch and get his scooter back. [Message: 1. The thoughtfulness of a gift really is much more important than its monetary value. 2. Sometimes the most effective way to take a position and create change is to speak up for your point of view and see if you can influence the views of others.]

Airdate: 2/11/95  
Time: 11:30AM - 12:00 NOON  
Duration: 30:00

## **CALIFORNIA DREAMS** **YOKO, OH NO!**

After being called a groupie by the manager of a competing musical group, Lorena wants to join the Dreams as a singer. Jake encourages her to try out, but when she auditions, the group can barely stand to listen to her. She has no musical talent. Jake doesn't see or hear that Lorena would be a liability to the group in a competition with Total Defiance. But the group secretly records her practicing and plays the tape for Jake. He dismisses the voice on the tape as being without merit and then discovers it's Lorena. When she overhears the group talking about her participation in the group, she feigns a bout with laryngitis to spare everyone the embarrassment of telling her the truth. In the end, the group discovers her ruse and though they are sorry they didn't have the courage to face her or Jake, they are grateful they were able to compete against Total Defiance without her at the mike. [Message: It is difficult to develop the honesty with tact that is required to get through challenging situations without creating conflict or hurting another person's feelings.]

Airdate: 2/11/95  
Time: 12:00 - 1:00PM  
Duration: 60:00

#### **NBA STAY IN SCHOOL CELEBRATION**

The importance of staying in school is the focus of this live special which brings together NBA players and spokespeople, celebrities and 16,000 Arizona school children. Students participating are celebrated for their attendance, attitude and achievement. Players David Robinson and Anfernee Hardaway explain how education is both enduring and practical. Player Grant Hill describes his positive attitude toward school and learning. Thirteen year-old pianist Sergio Salvatore discusses how any type of practice -- school, sports or music -- may be strenuous but yields positive results later. Other players and celebrities, including Sinbad, Queen Latifah, Brandy, Dennis Haskins, Mario Lopez, Boyz II Men, Charles Barkley, John Salley and Don Majerle, examine how an education opens doors, creates options and provides opportunities. Also presented, through video clips, are service learning programs in which students learn by providing a service to their communities, and peer mediation programs in which student mediators help classmates resolve conflicts. It is indicated that the celebration is part of a multi-faceted Stay in School program which includes player visits to schools. Celebration hosts are Greg Lee and Inside Stuff hosts Ahmad Rashad and Willow Bay.

Airdate: 2/12/95  
Time: 12:00 - 1:00PM  
Duration: 60:00

#### **NBA INSIDE STUFF TEAM AS A FAMILY**

Player Anfernee Hardaway, who struggled to achieve success and a place on the All-Star team, discusses the feelings of camaraderie and brotherhood he has for his teammates.

#### **ENJOYING PHOENIX**

Enjoying All-Star Weekend, player Tom Tolbert explores various aspects of Phoenix.

#### **MILLION DOLLAR OPPORTUNITY**

The teenager who won a chance to collect a million dollars for making a center court shot tries his best but misses. He discusses his disappointment.

#### **ANOTHER SET OF ALL-STARS**

CBA All-Star players are seen working hard in order to be considered for the NBA.

#### **MUSICMEN OF BASKETBALL**

There are a number of NBA players who have also pursued careers in music. Wayman Tisdale describes how he wrote the lyrics, supervised the recording and played bass for Sun's theme song.

### STAY IN SCHOOL

Selected for their attitude, attendance and achievement, 16,000 Phoenix students participate in the NBA All-Star Stay in School Celebration where they hear celebrities and NBA spokespeople emphasize the importance of education.

### OVERCOMING A DISABILITY

Born with a badly damaged arm, Doug Dormu has nevertheless achieved recognition as a top high school basketball player by working extra hard to hone his skills.

Airdate: 2/18/95

Time: 10:00 - 10:30AM

Duration: 30:00

### NAME YOUR ADVENTURE

#### WOMEN'S AMERICAS CUP TEAM

Mario and an adventurer participate in a sailing adventure with the FIRST Women's America's Cup Team. They train with the team, attend a briefing meeting, help the team prepare the boat, and sail on San Diego Bay.

### WALL STREET

Jordan and an adventurer spend a day on Wall Street at the New York Stock Exchange. They learn what a stockbroker does, what a stock is, and participate in a day of training on the floor of the New York Stock Exchange.

Airdate: 2/18/95

Time: 10:30 - 11:00AM

Duration: 30:00

### SAVED BY THE BELL: THE NEW CLASS - PART 1

#### BAYSIDE STORY

The rivalry between Bayside and Valley is at its annual high point due to their pending football game. Mr. Belding has had a difficult time containing the rivalry to the football field. Both schools have been vandalized and emotions are running high as both sides prepare for the big day. Megan, who is a cheerleader for Bayside, meets a new guy at the movies who embodies her dream date. But what a surprise when he shows up at a pep rally and turns out to be captain of the Valley football team! The gang pressures Megan to not develop her relationship with him, and they also use her date as an opportunity to continue their pranks against Valley. Only when they see how hurt Megan is about giving up her relationship do they relent and recognize that rivalry really does need to be contained to the sporting event and not interfere with friendships. [Message: While it is easy for team rivalry to expand into a generalized animosity toward the opposition, you should always keep sports in the context of group competition and not let it interfere with or dictate your individual friendships.]

Airdate: 2/18/95  
Time: 11:00 - 11:30AM  
Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 2**  
**FAREWELL DANCE**

It's the end of the summer at the Palisades Country Club and the group is preparing for the Farewell Formal. Bobby is trying to get a dream date interested in him, and Megan doesn't have a date either. It appears this will be the main concern of the waning days of summer until Allison breaks some major news to Screech. She has received an acceptance letter to Julliard and plans to leave for New York in a week. Although Screech intellectually understands why Allison should leave, emotionally he is distraught. Allison's father, Big Ed, doesn't want her to go either, and devises a ploy involving Screech which he thinks will keep Allison in California. Allison falls for the ploy, but Screech cannot bear to see her give up her big opportunity. He implores her to go on to New York; he'll visit as often as he can and because their love is special, they'll be able to hold on to their commitment to each other. [Message: When opportunity presents itself, hard choices have to be made. But sometimes, the choice doesn't have to be either/or. It is possible to devise a plan which permits the opportunity and the relationship to coexist.]

Airdate: 2/18/95  
Time: 11:30AM - 12:00 NOON  
Duration: 30:00

**CALIFORNIA DREAMS**  
**THE LONG GOOD-BYE**

Sly and Allison have had such a good relationship, Sly is ready to take the plunge and give her something meaningful which demonstrates his heartfelt commitment to her. He goes out for a sport, earns a letter jacket and plans to make a gift of it at a special date. Just as he prepares to tell her his special news, she has something special to tell him too. She is going to leave the city to attend a school where she will learn to become a teacher of blind children. It is her life's dream and she hopes Sly will understand. Sly immediately retreats from Allison, and refuses to see her at all. The Dreams have to really work with him to at least come to her going away party. He finally relents and they have a heart to heart conversation about love and the end of this stage of their relationship. Sly concedes that this is her big break, and asks that she always remember him with love. He gives her his letter jacket to commemorate their love. [Message: When you've been hurt by someone you love, it is far better to talk about your feelings and try to resolve the problem rather than retreat from communication and try to return the hurt.]

Airdate: 2/18/95  
Time: 12:00 - 12:30PM  
Duration: 30:00

#### **NBA INSIDE STUFF**

##### **RECYCLED SHOES**

Players describe how the rubber and fiber from 2,000 pairs of shoes were recycled to surface a basketball court for children in South Phoenix.

##### **REUNION**

Two supportive old friends, players Clyde Drexler and Hakeem Olajuwon, discuss the joy of being reunited on the same team.

##### **BREAKING RACIAL BARRIERS**

In 1950, Earl Lloyd was the first African American to play in an NBA game and thus broke the color barrier. He recalls and interprets the circumstances surrounding this event.

##### **NEW RECOGNITION**

After many years, Mitch Richman, voted most valuable player in the All-Star game, is finally receiving long-deserved recognition.

##### **GETTING IN ON THE ACT**

Celebrities indicate how their involvement in basketball helps to get other amateurs, kids and families, involved in playing the game.

Airdate: 2/25/95  
Time: 10:00 - 10:30AM  
Duration: 30:00

#### **NAME YOUR ADVENTURE**

##### **PROM**

Mario and an adventurer go the adventurer's high school and participate in their school assembly on the hazards of drinking and driving. The adventurer is then escorted to her senior prom by Mario.

##### **SURFING AND THE ENVIRONMENT**

Jordan and an adventurer spend the day with the environmental group "Surf Rider Foundation". They learn about the ecological status of the beaches and coastlines, and about the technical testing procedures for understanding the level of pollution in our environment.

Airdate: 2/25/95  
Time: 10:30 - 11:00AM  
Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 1**  
**A PERFECT LINDSAY**

A dance contest and taping of a national music show on the school premises has everyone preparing for the competition. An offhand remark by Screech, leads Lindsay to believe she needs to lose weight before the contest so she will look good on television. This precipitates an obsession about weight control and the beginnings of a possible eating disorder in Lindsay. She takes food deprivation to the point where she is faint and weak. Her friends recognize the problem which is beginning and implore her to seek help.

[Message: Compulsive and obsessive attention to weight control is a sign of an emerging eating disorder. You should assist a friend in getting help from parents, counselors or other professionals if you suspect she is anorexic, bulimic or struggling with serious emotional difficulties.]

Airdate: 2/25/95  
Time: 11:00 - 11:30AM  
Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 2**  
**BACK AT THE RANCH**

Screech and the gang have the opportunity for a vacation at a dude ranch that belongs to Screech's uncle. While everyone is excited about riding horses and being cowpokes, Screech's cousin berates him at every opportunity. Dismissing Screech as incompetent, he takes the rest of the gang off to explore an old gold mine in a remote part of the countryside where the kids had been told not to go. Of course, disaster strikes, Clint is injured and the return of his horse to the ranch lets Screech know that there's a problem in the hills. After he visualizes himself as a competent and effective cowboy, he mounts his dirt bike, locates Clint, wards off a rattlesnake, and finds the gang in an abandoned mine shaft. The group, of course, now knows why they weren't supposed to explore the forbidden area and Clint profusely apologizes to Screech for his dismissive and mean behavior. [Message: If you believe in yourself, you can overcome the inadequacies others perceive in you and demonstrate your inner strengths.]



Airdate: 2/25/95  
Time: 11:30AM - 12:00 NOON  
Duration: 30:00

## **CALIFORNIA DREAMS**

### **TRUST ME**

Sly gets the Dreams booked at a band competition and all they have to do to advance to a big break with a major group, the B-99's, is compose a new song. It's decided that Mark and Jake will crash at Lorena's loft to work on the song. Lorena becomes a nuisance as far as Jake is concerned, but Mark takes her attentions as a display of personal interest. He impulsively kisses her, but immediately they both recognize that this was a mistake and try to figure out what to say to Jake. The confession creates a breach in their friendship and the group is stuck without a key personnel or a new song. Jake stubbornly refuses to make up with Mark, but when he is threatened by a couple of bullies, it is Mark who comes to his aid. Jake and Mark make amends and get beyond their differences to compose a song and enter the B-99's competition. [Message: Sometimes you have to put aside your anger and forgive a friend for an impulsive transgression. Trust can be reestablished especially when the real value of the friendship outweighs the magnitude of the "transgression."]

Airdate: 2/25/95  
Time: 12:00 - 12:30PM  
Duration: 30:00

## **NBA INSIDE STUFF**

### **VISIT TO THE WHITE HOUSE**

It is a tradition for each year's championship basketball team to visit the White House. The Houston Rockets are greeted by President Clinton who provides a perspective on both basketball and politics.

### **NEW RESPONSIBILITIES**

Having established an educational foundation, player David Robinson explains how he has taken on a role of leadership and greater responsibility for his team. Shown with his son, he discusses the importance of family.

### **BEHIND THE SCENES**

As the Seattle Supersonics prepare for an upcoming game, the coach and players analyze their opponents and explore winning strategies.

### **SECOND CHANCE**

Player Dana Barros describes how he received a second chance in his career when he joined the 76ers who gave him confidence in his idiosyncratic style of play.

### **COLLEGE BENEFIT**

Country music singer Vince Gill and a college basketball coach team up to raise money to support both the music and athletics departments at Belmont College.